



Ian Thompson
Chief Executive Officer
QSURE

Well-known collections and payments company, Q LINK Holdings, announced it has rebranded Insure Group Managers Services (IGMS) to QSURE.

Chief Executive Officer, Ian Thompson said the rebranding follows an intensive process to conceptualise and position the brand to align with its holdings company, Q LINK Holdings (Pty) Ltd.

Largest transactional switch of its kind

Founded in 1998, Q LINK has been a dominant player in the collections and payments space for more than 20 years. The company currently processes almost 30 million deduction instructions per month and has a monthly collection value of over R4 billion, making it the largest transactional switch of its kind in Africa.

QSURE has been operating as a short term insurance premium handling agency for more than 25 years. It currently administers just over R1.1 billion of premium per month and serves over 250 intermediaries in the market, located in almost all the major centers throughout South Africa.

FAnews spoke to Thompson about the rebrand and what the future holds for QSURE.

Q Why did you decide to rebrand?

Q LINK Holdings acquired the business that used to be known as Insure Group Managers Services, commonly referred to as IGMS. Following this acquisition, we deliberated intensely around the question of whether the business should be rebranded or not.

Rebranding provided us with an opportunity to align the branding and corporate identity of QSURE with that of Q LINK, and through doing so, we established a visible and tangible alignment between the two businesses, strengthening the future goal of operating under one umbrella.

We also took cognisance of the fact that some brand and reputational damage did occur during the time that the company was under curatorship – rebranding offers the business the opportunity to regain a position of strength in the market, and with its clients.

A NEW BRAND in the collections arena

Q What does this mean for the brand and the future?

QSURE has more than 25 years of experience in premium collections and payment services. The business has a well-trained, skilled workforce and is well recognized for its high level of client service and client support. We believe the new name and brand will support the business to further develop these qualities.

Q Can you tell us about the new logo, what it represents, etc.

The name QSURE, subconsciously links the company to the core industry it serves, while at the same time the word “sure” strengthens the concepts of confidence and certainty. The word is also used commonly as a synonym for “certainly”, emphasising agreement and understanding, supporting the ethics of the business.

The “Q” provides a strong indicator and definite link between the two companies QSURE and Q LINK, and the sharing of corporate colors further strengthens the relationship and future alignment between the two businesses.

Q What will remain the same and what will change?

Clients will continue to follow the same workflow processes, procedures, and systems. The different teams in both companies will continue delivering on this mandate to their different client bases as one of the highest priorities in taking the business forward.

What will change is the enhanced value and opportunity that the alignment of these two businesses will bring to the market. The combination of the depth of experience, skills, knowledge and technology capabilities will create opportunities to evolve current services and innovate new and additional service offerings to enhance the value chain of clients and the industry.

Q Finally, what does the rebrand mean for brokers?

We are not planning on making any significant changes to the system, procedures and workflow clients are used to when dealing with QSURE.

There has been confusion in the market in relation to where IGMS (now QSURE) used to fit in to the broader Insure Group. The new name and brand now brings clarity and comfort to brokers that any steps taken by the curator in Insure Group, has no bearing at all on QSURE.

I am convinced that the rebrand means more value, improved service, more innovation, and an even more enhanced client experience in doing business with QSURE. ●